

ABSTRACT

A method for generating a recommendation for video content to a viewer where the viewer has a user profile corresponding to a viewing history of the viewer. The method including: accessing at least one other user profile corresponding to a viewing history of another user (202); combining a portion of the at least one other user profile with the user profile of the viewer to create a combined user profile (208); and determining a
5 recommendation for video content based on the combined user profile (210).

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
24 June 2004 (24.06.2004)

PCT

(10) International Publication Number
WO 2004/054264 A1

(51) International Patent Classification⁷: **H04N 7/173**

(21) International Application Number:
PCT/IB2003/005510

(22) International Filing Date:
25 November 2003 (25.11.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/432,308 10 December 2002 (10.12.2002) US

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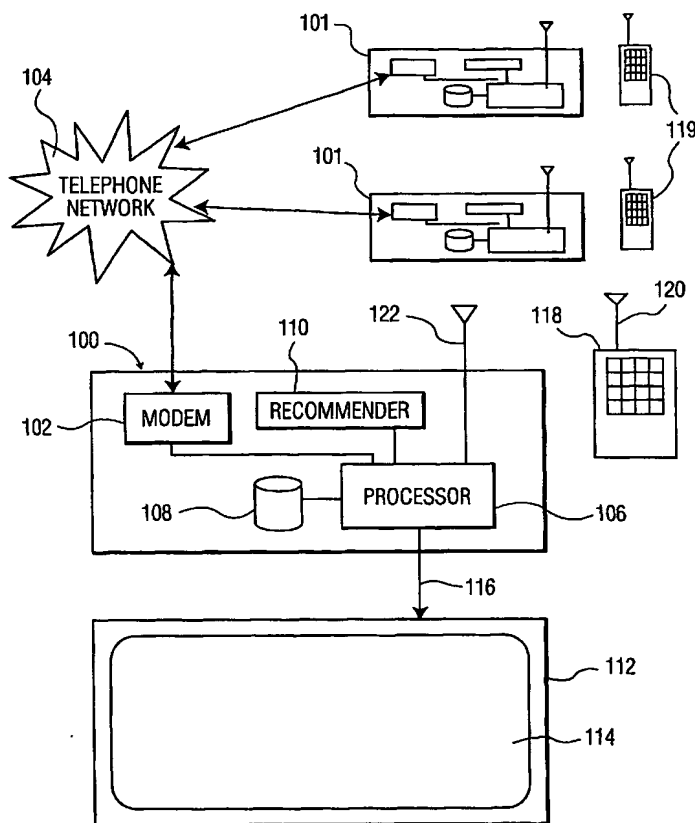
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(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (*regional*): ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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(54) Title: GRADED ACCESS TO PROFILE SPACES



(57) **Abstract:** A method for generating a recommendation for video content to a viewer where the viewer has a user profile corresponding to a viewing history of the viewer. The method including: accessing at least one other user profile corresponding to a viewing history of another user (202); combining a portion of the at least one other user profile with the user profile of the viewer to create a combined user profile (208); and determining a recommendation for video content based on the combined user profile (210).